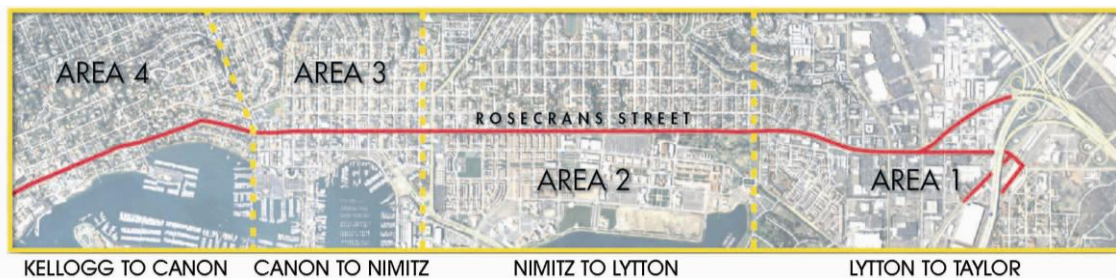




Chapter 1: Introduction

The Rosecrans Corridor Mobility Study was initiated in April 2009 through a Community Planning Grant awarded to City of San Diego by Caltrans in 2008. For approximately nine months, the City and consulting team worked closely with the communities of Midway, Old Town and Peninsula in developing concepts to improve connectivity and mobility along Rosecrans Street. The study corridor extends from Camino Del Rio to Kellogg Street, a distance of approximately four miles.

Combining the technical analysis with input from the community the City and consulting team worked together to identify potential solutions to address the various transportation issues along the study corridor. Because of the length of the corridor, the study area was broken into four distinct study areas, as illustrated below.



Throughout the course of the project, the study areas needs and concerns focused on these four study areas. In Area 1, traffic flow and connectivity to the transit center was identified as a high priority. In Area 2, improvements to the interface between the established residential neighborhood on the west side of Rosecrans and the newer development in NTC on the east side of Rosecrans was identified as a priority. Through Areas 3 and 4, pedestrian enhancements, streetscape and reducing speeds ranked high amongst community concerns.

This report summarizes the results of the technical analysis and community input received that resulted in the development of the Recommended Concept Plan. In **Chapter 2** of the document, the methodology undertaken to complete the technical analysis is summarized. Using analytical methodologies approved by City of San Diego, the corridor was evaluated for traffic flow, pedestrian access, transit access and operations, bicycle access and parking.

In early 2009, new traffic count data was collected for the study corridor to document the existing conditions. **Chapter 3** summarizes the results of the existing conditions analysis and identifies locations along the study corridor that would currently benefit from mobility enhancements.



To project the state of mobility to the year 2030, the SANDAG Traffic Model was used to project traffic volume data. **Chapter 4** summarizes the methodology used to forecast daily and peak hour traffic, pedestrian, bicycle and transit activity along the corridor through the year 2030. In addition, this chapter presents the operational analysis of the future year conditions. This data was then used to identify corridor mobility issues summarized in **Chapter 5**.

One of the many components involved in developing a plan for the Rosecrans corridor is input from the community. Three workshops, monthly meetings, web page postings, newsletters and media outreach are many of the ways the progress of the project was communicated to the community. The City and consultant team met monthly with a Project Working Group (PWG) who provided input and direction regarding the project process. The Project Working Group meetings were a forum for discussing the technical details of the alternatives as well as a forum for the public to share their insight and concerns about the elements of the project. Details of the community outreach approach and results of the workshops are summarized in **Chapter 6**.

Combining the results of the technical analysis with the input from the community, the City and consultant team developed alternatives that address the over 20 key areas along the corridor. Areas along the corridor identified for improvement are summarized in **Chapter 7** along with the recommended improvement for that location and the alternatives considered.

Technical analysis of the elements of the Recommended Concept Plan is presented in **Chapter 8**. This includes operational assessment of traffic improvements, connectivity assessment of bicycle and pedestrian facilities and accessibility assessment for transit. Cost estimates and conceptual engineering of the recommended improvements are provided in **Chapter 9**.

Each of the improvements identified in the Recommended Concept Plan were ranked based on priority. Higher priority projects meet existing mobility needs, are inexpensive to implement and need little to no environmental analysis. Medium priority projects may also address existing mobility needs, but are more expensive or more difficult to implement. Low priority projects may meet long term needs and may be far more costly than short or medium term projects. The details on how the key elements of the plan rank and the implementation plan are provided in **Chapter 10**.

ROSECRANS CORRIDOR MOBILITY STUDY

During the final stages of this project, the consultant and City attended numerous meetings with the community groups in Peninsula, Old Town and North Bay. The project team requested that the community groups review the recommendations and provide final input regarding the elements of the Recommended Plan. Each group was asked to provide the project team a letter addressing their support for the elements of the plan. **Chapter 11** includes all letters received from the community organizations as well as a summary of the Project Working Group's recommendations.

The report concludes in **Chapter 12** with a summary of the benefits of the project and an overview of the steps needed to continue the project.



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